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# Let Your Data do the Driving: Google Analytics and Optimize for Nonprofits

March 14, 2019 #19NTCoptimize



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PARTNERS

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Let Your Data do the Driving:  
Google Analytics and Optimize for Nonprofits  
#19NTCOptimize

Link for collaboration notes:  
<http://po.st/optimize-19NTC>

# Intros



**Colleen Campbell**  
Senior Digital Strategist  
(and serious data nerd)



**Jeanne McCabe**  
Senior Digital Producer &  
Project Manager



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# About Firefly Partners



Firefly Partners has been delighting progressive nonprofits with **tailored digital marketing solutions** since 2008. We deliver results to amplify your mission.



## **CENTER FOR REPRODUCTIVE RIGHTS**

The Center for Reproductive Rights uses the power of law to advance reproductive rights as fundamental human rights around the world.

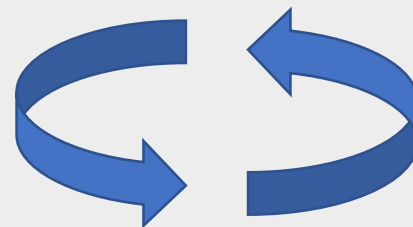


# Overview

- Google Analytics Best Practices – *get the data you need to make smart decisions*
- Using Data to improve results - *what story is your data telling you? What opportunities does it reveal?*
- Using Google Optimize to test your website
- Demos and Case Studies



Google Analytics



Google  
Optimize



A large, solid orange shape on the left side of the slide, tapering from the top to the bottom.

# Google Analytics

*Get the data you need to  
make smart decisions*



# Implementation Checklist

1. Tracking code is firing on all pages of your website + supporting tools
2. Cross Domain Tracking setup
3. Multiple views for data integrity
4. Filter out internal traffic
5. eCommerce tracking for transactions





# Checklist continued...

6. Goals configured for the most important CTAs on your website
7. Audience & demographic reporting enabled
8. Site search tracking is enabled
9. Bot filtering is turned on
10. Account linking (search console, Google Ads & Optimize)

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# CRR Experience

- Lessons learned dialing in the right data and implementation.
- Conversions and Goals important to CRR
  - eCommerce (donation transactions)
  - Email Acquisition
  - Action Alert Submissions





# What can analytics data tell you?

- Who is my website audience?
- How are they getting to my website?
- What are folks doing once they get to my site?
  - Are they finding the information they need?
  - Taking the actions I want them to?
- **What should I test to improve my site?**



# Understanding Your Website Audience

- Demographic Data
- Geographic location
- Technology used

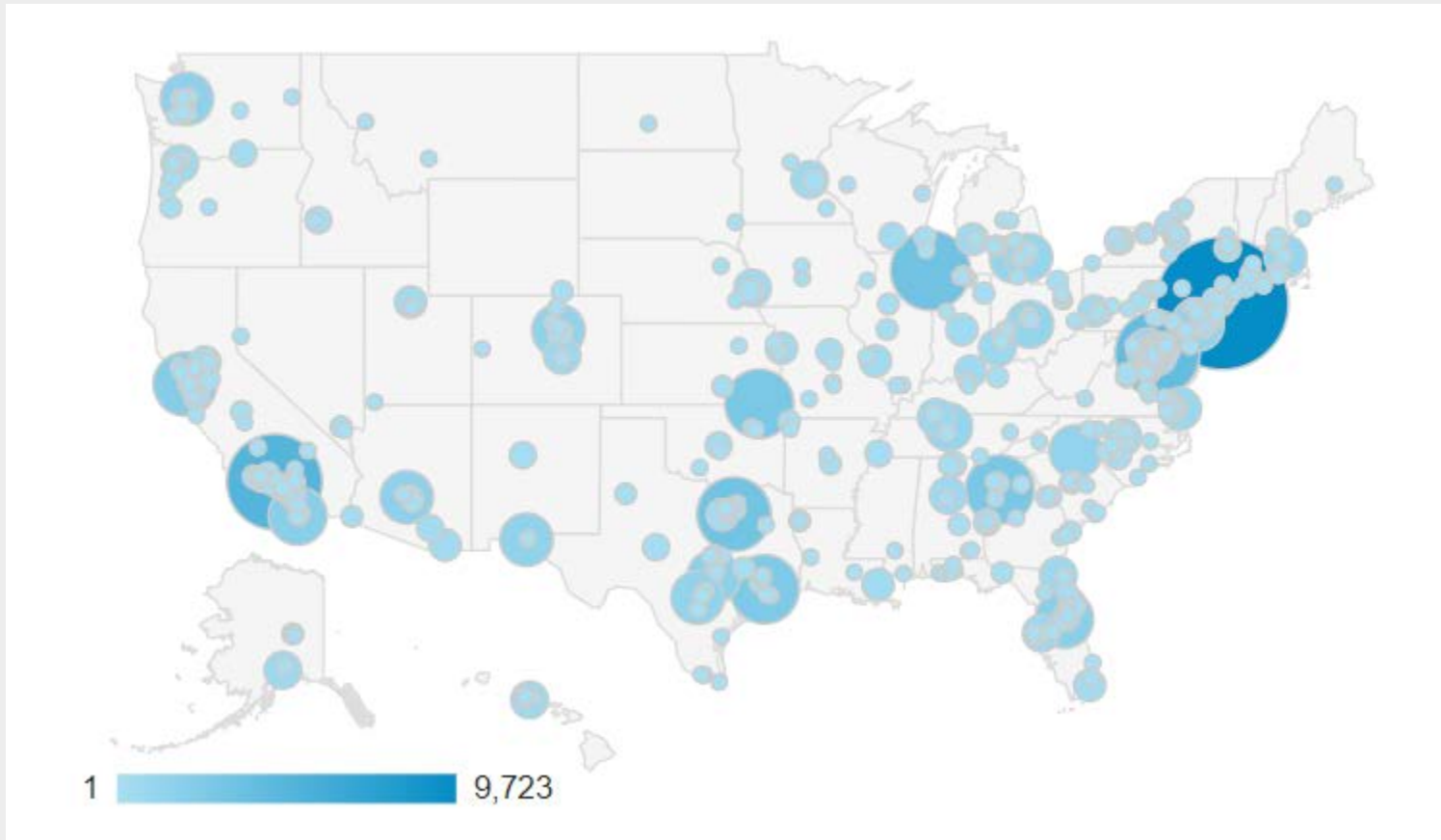


# Demographics

Age ?	Acquisition			Behavior			Conversions <span>eCommerce ▾</span>		
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	68,485 % of Total: 34.80% (196,811)	58,669 % of Total: 32.15% (182,470)	112,715 % of Total: 34.49% (326,803)	60.59% Avg for View: 52.52% (15.36%)	2.30 Avg for View: 2.30 (-0.03%)	00:01:46 Avg for View: 00:01:41 (5.42%)	1,160 % of Total: 41.12% (2,821)	\$72,921.50 % of Total: 44.60% (\$163,504.97)	1.03% Avg for View: 0.86% (19.22%)
1. 18-24	3,023 (4.35%)	2,720 (4.64%)	4,307 (3.82%)	59.83%	2.38	00:02:00	33 (2.84%)	\$1,441.72 (1.98%)	0.77%
2. 25-34	17,736 (25.50%)	15,196 (25.90%)	28,724 (25.48%)	57.34%	2.41	00:01:53	303 (26.12%)	\$20,145.47 (27.63%)	1.05%
3. 35-44	20,241 (29.10%)	16,680 (28.43%)	34,277 (30.41%)	60.75%	2.28	00:01:43	364 (31.38%)	\$18,514.51 (25.39%)	1.06%
4. 45-54	16,319 (23.46%)	13,285 (22.64%)	27,641 (24.52%)	61.20%	2.29	00:01:48	268 (23.10%)	\$16,053.06 (22.01%)	0.97%
5. 55-64	8,287 (11.91%)	7,223 (12.31%)	12,491 (11.08%)	63.92%	2.20	00:01:38	131 (11.29%)	\$8,044.66 (11.03%)	1.05%
6. 65+	3,951 (5.68%)	3,565 (6.08%)	5,275 (4.68%)	66.77%	2.07	00:01:28	61 (5.26%)	\$8,722.08 (11.96%)	1.16%



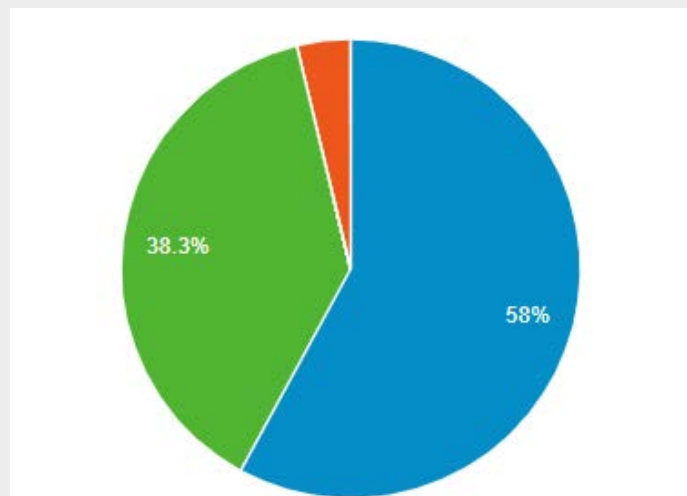
# Where is my audience located?



1.	New York
2.	(not set)
3.	Los Angeles
4.	Washington
5.	Chicago
6.	Dallas
7.	Coffeyville
8.	Atlanta
9.	Houston
10.	San Francisco



# What devices are they using?



1. ■ mobile
2. ■ desktop
3. ■ tablet

Device Category <span>?</span>	Users <span>?</span> ↓	New Users <span>?</span>	Sessions <span>?</span>	Bounce Rate <span>?</span>	Pages / Session <span>?</span>	Avg. Session Duration <span>?</span>	Registration - Step 1 - Signup (Goal 17 Conversion Rate) <span>?</span>	Registration - Step 1 - Signup (Goal 17 Completions) <span>?</span>
	197,948 % of Total: 100.00% (197,948)	183,920 % of Total: 100.03% (183,866)	328,260 % of Total: 100.00% (328,260)	52.71% Avg for View: 52.71% (0.00%)	2.29 Avg for View: 2.29 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	12.36% Avg for View: 12.36% (0.00%)	40,563 % of Total: 100.00% (40,563)
1. mobile	114,290 (57.65%)	103,459 (56.25%)	214,344 (65.30%)	60.89%	2.15	00:01:32	2.59%	5,562 (13.71%)
2. desktop	76,527 (38.60%)	73,868 (40.16%)	102,743 (31.30%)	34.59%	2.60	00:01:57	33.77%	34,701 (85.55%)
3. tablet	7,443 (3.75%)	6,593 (3.58%)	11,173 (3.40%)	62.36%	2.28	00:01:48	2.69%	300 (0.74%)



# Acquisition Reports

- What channels are driving traffic?
- Which channels are most valuable to me?
- Right channel for the right ask
- Where are there opportunities to improve?



# Channel Overview Report

Default Channel Grouping	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
	198,057 % of Total: 100.00% (198,057)	183,997 % of Total: 100.03% (183,943)	328,395 % of Total: 100.00% (328,395)	52.71% Avg for View: 52.71% (0.00%)	2.30 Avg for View: 2.30 (0.00%)	00:01:40 Avg for View: 00:01:40 (0.00%)	0.86% Avg for View: 0.86% (0.00%)	2,821 % of Total: 100.00% (2,821)	\$163,504.97 % of Total: 100.00% (\$163,504.97)
1. Direct	68,371 (32.73%)	66,629 (36.21%)	92,519 (28.17%)	30.76%	2.42	00:01:23	0.45%	412 (14.60%)	\$22,864.26 (13.98%)
2. Social	58,028 (27.78%)	49,983 (27.17%)	95,615 (29.12%)	72.93%	1.84	00:01:14	0.97%	930 (32.97%)	\$37,622.40 (23.01%)
3. Organic Search	43,492 (20.82%)	37,532 (20.40%)	75,636 (23.03%)	51.27%	2.70	00:02:22	0.48%	361 (12.80%)	\$36,763.39 (22.48%)
4. (Other)	17,741 (8.49%)	16,167 (8.79%)	20,717 (6.31%)	69.32%	1.71	00:00:51	1.19%	246 (8.72%)	\$13,436.16 (8.22%)
5. Email	12,038 (5.76%)	7,028 (3.82%)	29,355 (8.94%)	49.86%	2.48	00:02:23	2.62%	770 (27.30%)	\$43,662.09 (26.70%)
6. Referral	5,623 (2.69%)	3,481 (1.89%)	9,496 (2.89%)	43.79%	2.93	00:02:42	0.73%	69 (2.45%)	\$4,006.73 (2.45%)
7. Paid Search	3,571 (1.71%)	3,177 (1.73%)	5,057 (1.54%)	58.49%	2.58	00:02:06	0.65%	33 (1.17%)	\$5,149.94 (3.15%)



# Campaign Reports

Source / Medium ?	Ad Content ?	Acquisition			Behavior			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Run As One - Registration (Goal 10 Conversion Rate) ?	Run As One - Registration (Goal 10 Completions) ?
		962 % of Total: 0.35% (274,985)	404 % of Total: 0.16% (260,571)	1,208 % of Total: 0.24% (495,691)	63.49% Avg for View: 52.37% (21.24%)	2.27 Avg for View: 2.41 (-5.92%)	00:01:48 Avg for View: 00:01:50 (-1.87%)	5.88% Avg for View: 0.15% (3,874.65%)	71 % of Total: 9.69% (733)
1. Facebook / Ad	Guy Running w~2FFlag	524 (49.86%)	208 (51.49%)	593 (49.09%)	65.09%	2.20	00:01:47	7.42%	44 (61.97%)
2. Facebook / Ad	Couple Running w~2FFlag	206 (19.60%)	64 (15.84%)	228 (18.87%)	69.30%	1.93	00:01:06	3.95%	9 (12.68%)
3. Facebook / Ad	Guy Running w/Flag	123 (11.70%)	46 (11.39%)	158 (13.08%)	59.49%	2.58	00:02:24	3.16%	5 (7.04%)
4. Facebook / Ad	RAO Shirt	90 (8.56%)	44 (10.89%)	95 (7.86%)	61.05%	2.36	00:01:55	8.42%	8 (11.27%)
5. Facebook / Ad	Couple Running w/Flag	50 (4.76%)	19 (4.70%)	55 (4.55%)	67.27%	2.15	00:01:48	3.64%	2 (2.82%)
6. google / cpc	(not set)	38 (3.62%)	9 (2.23%)	57 (4.72%)	42.11%	3.40	00:03:09	3.51%	2 (2.82%)
7. google / cpc	Run As One	14 (1.33%)	9 (2.23%)	16 (1.32%)	43.75%	2.69	00:01:03	6.25%	1 (1.41%)
8. google / cpc	#RunAsOne - Team RWB	6 (0.57%)	5 (1.24%)	6 (0.50%)	50.00%	2.00	00:00:36	0.00%	0 (0.00%)



# Pro Tips:

- Accurate email channels take extra work (UTMs for campaign tracking)
- Apply custom segments for deeper insights
- Use Search Console reports for organic search insights







# Site Navigation & Engagement Pathways

- Landing & Exit Pages
- Homepage Next Page Path
- Site Search Reports











# Landing Page Report

Landing Page <sup>?</sup>	Sessions <sup>?</sup> ↓	% New Sessions <sup>?</sup>	New Users <sup>?</sup>	Bounce Rate <sup>?</sup>	Pages / Session <sup>?</sup>	Avg. Session Duration <sup>?</sup>
	721,251 % of Total: 100.00% (721,251)	85.32% Avg for View: 85.29% (0.04%)	615,356 % of Total: 100.04% (615,127)	88.04% Avg for View: 88.04% (0.00%)	1.22 Avg for View: 1.22 (0.00%)	00:00:36 Avg for View: 00:00:36 (0.00%)
1. <a href="/hiv-info/basics/can-i-get-hiv-from-oral.html">/hiv-info/basics/can-i-get-hiv-from-oral.html</a>	142,328 (19.73%)	90.00%	128,092 (20.82%)	91.68%	1.14	00:00:23
2. <a href="/en-espanol/informaciondelvih/index.html">/en-espanol/informaciondelvih/index.html</a>	92,920 (12.88%)	83.56%	77,641 (12.62%)	95.37%	1.06	00:00:28
3. <a href="/hiv-info/basics/how-long-after-a-possible-exposure-should-i-be-tested-for-hiv.html">/hiv-info/basics/how-long-after-a-possible-exposure-should-i-be-tested-for-hiv.html</a>	87,069 (12.07%)	87.01%	75,755 (12.31%)	82.48%	1.28	00:00:45
4. <a href="/hiv-info/testing/hiv-test-window-periods.html">/hiv-info/testing/hiv-test-window-periods.html</a>	80,023 (11.10%)	75.90%	60,736 (9.87%)	82.72%	1.28	00:00:54
5. <a href="/hiv-info/basics/how-is-hiv-transmitted.html">/hiv-info/basics/how-is-hiv-transmitted.html</a>	71,991 (9.98%)	89.28%	64,274 (10.45%)	90.05%	1.16	00:00:33
6. <a href="/en-espanol/preguntas/index.html">/en-espanol/preguntas/index.html</a>	47,470 (6.58%)	84.47%	40,098 (6.52%)	96.46%	1.04	00:00:18
7. <a href="/hiv-info/basics/is-there-a-cure-for-hiv-aids.html">/hiv-info/basics/is-there-a-cure-for-hiv-aids.html</a>	34,612 (4.80%)	90.77%	31,419 (5.11%)	91.48%	1.15	00:00:27
8. <a href="/hiv-info/basics/what-do-the-acronyms-hiv-and-aids-stand-for.html">/hiv-info/basics/what-do-the-acronyms-hiv-and-aids-stand-for.html</a>	30,058 (4.17%)	89.52%	26,907 (4.37%)	94.63%	1.08	00:00:21
9. <a href="/index.html">/index.html</a>	12,019 (1.67%)	73.33%	8,814 (1.43%)	42.97%	2.67	00:02:09
10. <a href="/hiv-info/hot-topics/from-the-experts/douchies-guide-to-butt-health-and-happiness.html">/hiv-info/hot-topics/from-the-experts/douchies-guide-to-butt-health-and-happiness.html</a>	11,327 (1.57%)	93.48%	10,589 (1.72%)	80.13%	1.30	00:01:09





# Homepage Next Page Path

Next Page Path		Pageviews	% Pageviews
<a href="#">/about-us</a>		13,375	17.20%
<a href="#">/careers</a>		6,893	8.86%
<a href="#">/employment</a>		5,920	7.61%
<a href="#">/about-us/leadership-and-staff</a>		4,330	5.57%
<a href="#">/contact-us</a>		4,300	5.53%
<a href="#">/our-work</a>		2,870	3.69%
<a href="#">/about-us/mission</a>		2,484	3.19%
<a href="#">/our-issues</a>		2,322	2.99%
<a href="#">/our-issues/abortion</a>		2,185	2.81%
<a href="#">/resources</a>		1,610	2.07%



# Site Search Report

Search Term <sup>?</sup>	Total Unique Searches <sup>?</sup> ↓	Results Pageviews / Search <sup>?</sup>	% Search Exits <sup>?</sup>
	<b>13,907</b> % of Total: 100.00% (13,907)	<b>1.09</b> Avg for View: 1.09 (0.00%)	<b>18.96%</b> Avg for View: 18.96% (0.00%)
1. <a href="#">abortion</a>	<b>308</b> (2.21%)	1.08	19.48%
2. <a href="#">internship</a>	<b>288</b> (2.07%)	1.04	14.58%
3. <a href="#">intern</a>	<b>126</b> (0.91%)	1.06	21.43%
4. <a href="#">map</a>	<b>119</b> (0.86%)	1.05	18.49%
5. <a href="#">el salvador</a>	<b>112</b> (0.81%)	1.09	20.54%
6. <a href="#">internships</a>	<b>106</b> (0.76%)	1.05	16.98%
7. <a href="#">aborto</a>	<b>99</b> (0.71%)	1.19	27.27%
8. <a href="#">jobs</a>	<b>54</b> (0.39%)	1.09	5.56%
9. <a href="#">abortion map</a>	<b>53</b> (0.38%)	1.17	18.87%
10. <a href="#">india</a>	<b>52</b> (0.37%)	1.40	11.54%
11. <a href="#">gala</a>	<b>51</b> (0.37%)	1.08	7.84%
12. <a href="#">ireland</a>	<b>50</b> (0.36%)	1.02	22.00%
13. <a href="#">volunteer</a>	<b>47</b> (0.34%)	1.09	12.77%



A yellow background with a diagonal line separating it from the white text area. On the yellow side, there are three blue checkmarks inside white squares with grey borders, arranged in a descending staircase pattern. A dotted line of black dots runs diagonally across the yellow background.

# CRR Experience

What metrics do you look at most often?

What are key insights you've learned from your analytics data?

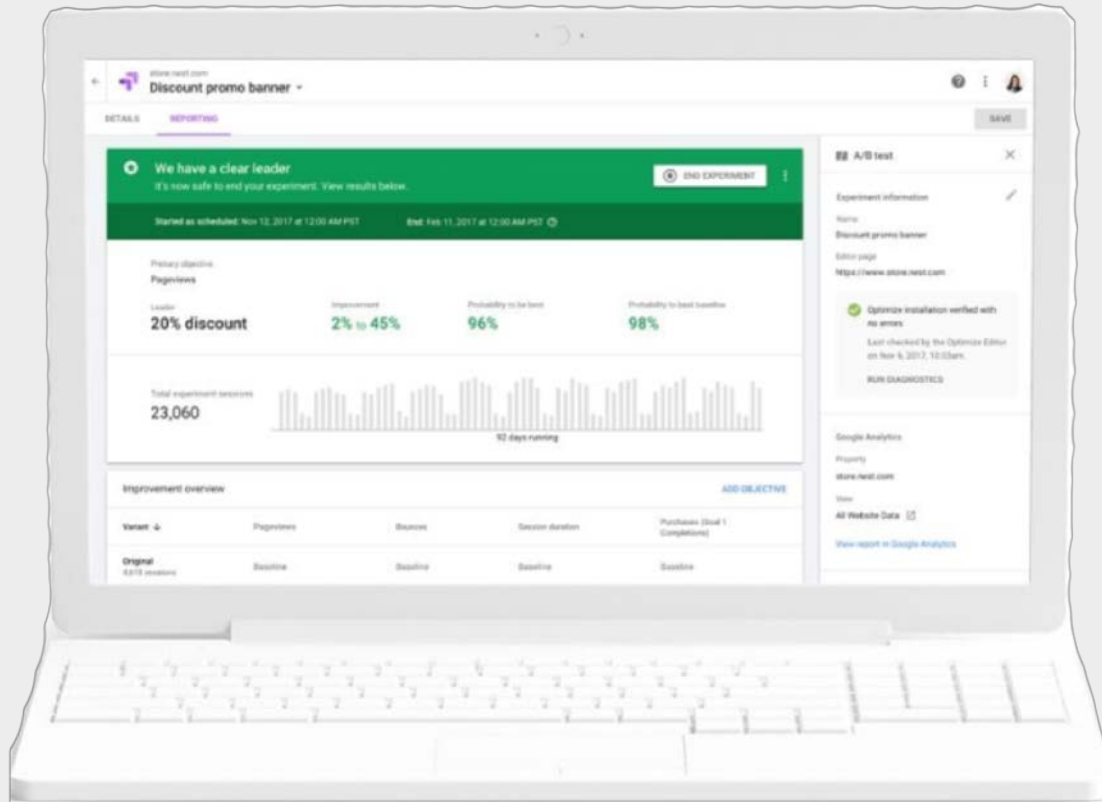
What have you found from analyzing data that you plan on running experiments on?



# Google Optimize



# Google Optimize 101



- FREE testing and personalization to improve your website
- A/B, multivariate, redirect testing types
- Visual editor
- Natively integrates with Google Analytics



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# Optimize + GA

1. Use Google Analytics reporting to find areas of your site that are under performing
2. Run experiments in Google Optimize
3. Measure results, deploy winning strategies



# What pages should I test?



- Donation Form
- Thank You Pages
- Homepage
- Top Landing Pages
- High traffic content pages
- P2P Landing Pages
- Advocacy Action Alert Forms
- Sign up forms



# What elements should I test?

## Navigation

- copy
- appearance
- order
- sub nav vs. not

## Forms

- One page vs. multi-step
- Required fields – or not
- Copy & Images
- Quantity of fields
- Step indicators
- Trust elements (security icons, accreditation logos)

## Buttons

- Type – words vs. icons
- Color
- Copy
- Size
- Placement
- Design

## Modals and Lightboxes

- Trigger
- Size
- Placement
- Content
- Design



# What elements should I test?

## Images and Videos

- Photo vs. video
- Auto play vs. manual
- Size and placement
- Subject matter (people babies, pets)
- Carousels vs. static images
- Trust elements (security icons, accreditation logos)

## Other

- Social proof
- Testimonials
- Copy length
- Voice – professional vs. familiar/friendly



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**OPTIMIZE**



**ALL THE THINGS!**

memegenerator.net



# Types of Tests

## A/B Tests

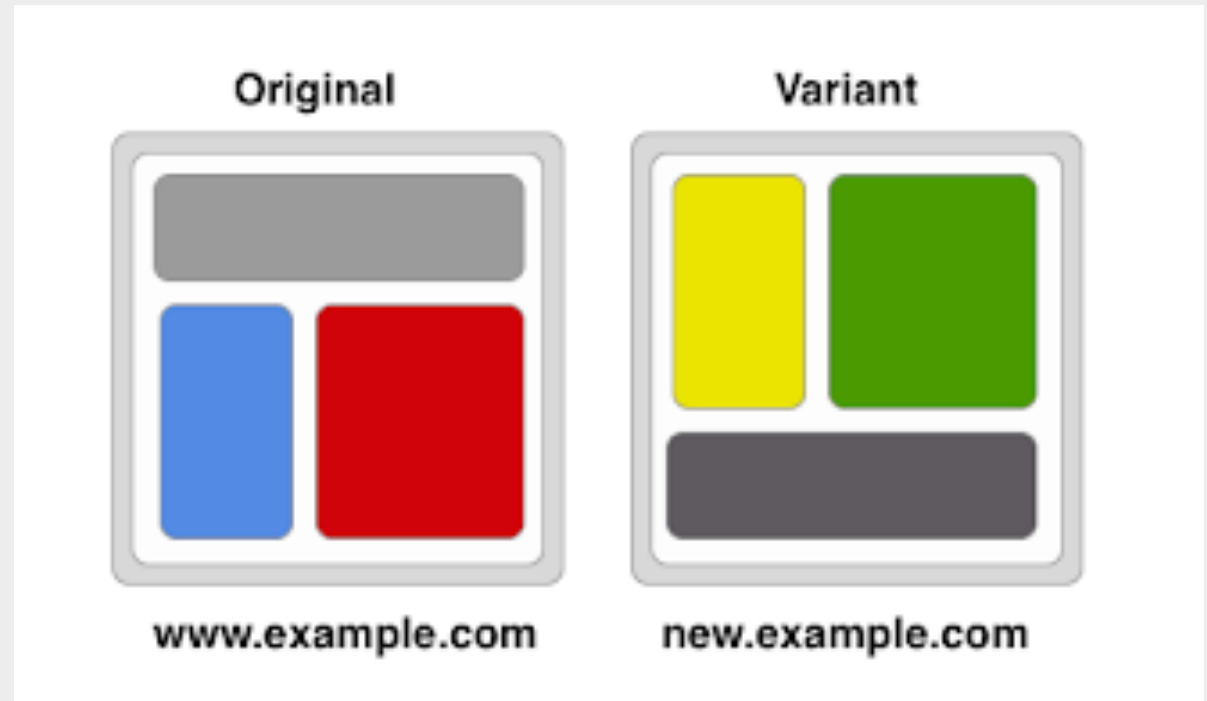
Randomized  
experiment using  
two variants of the  
same web page





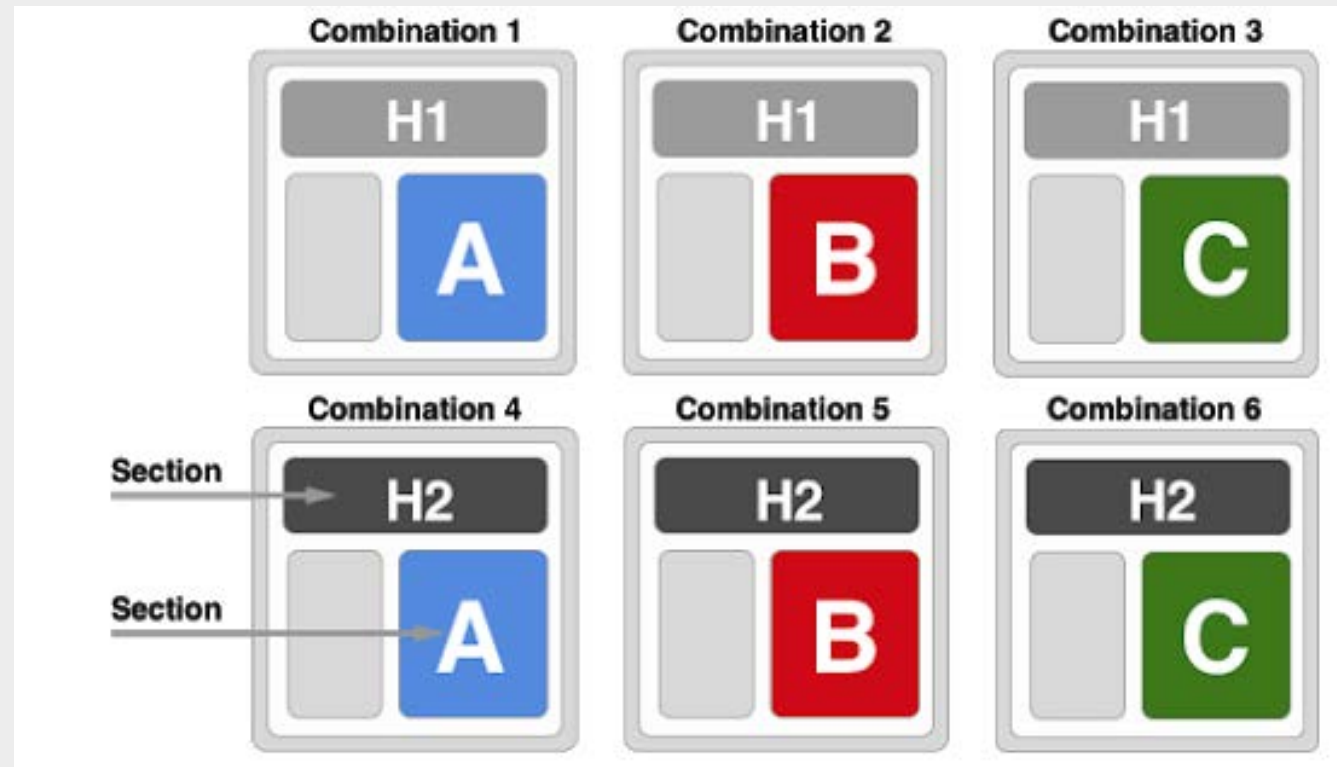
## Redirect Test

Also known as a “split URL” test. Type of A/B test that let’s you test different web pages against each other. Useful when testing a complete redesign of a page or very different landing pages.














## Multivariate Test (MVT)

Tests two or more elements simultaneously to see which combination works best. Identifies the best option for each variant AND the best combination.



# Targeting Options

	URL targeting	Target the specific URLs where your experiments run. <a href="#">Learn More.</a>
	Audience targeting	 Target Audiences created in Google Analytics. <a href="#">Learn More.</a>
	Behavior targeting	Target new vs. returning visitors or those coming from specific referrers. <a href="#">Learn More.</a>
	Geo targeting	Target visitors from a specific city, metro, region or county. <a href="#">Learn More.</a>
	Technology targeting	Target visitors using a specific device, browser or OS. <a href="#">Learn More.</a>
	JavaScript variable	Target a JavaScript variable in the source code of the webpage. <a href="#">Learn More.</a>
	First-party cookie	Target users that have a first-party cookie from your website. <a href="#">Learn More.</a>
	Custom JavaScript	Target pages based upon a value returned by custom JavaScript. <a href="#">Learn More.</a>
	Query Parameter	Target specific pages and sets of pages. <a href="#">Learn More.</a>
	Data Layer variable	Target based on key values stored in the data layer. <a href="#">Learn More.</a>





# IRL Examples

- Donation Form Button (A/B)
- Donation Form Design (Redirect)
- Banner Image and Headline Copy (MVT)

# A/B Test

## 3 My payment information

Credit Card Number:

CVV Number: [What is this?](#) Expiration Date:

03 ▼

2019 ▼



**GIVE NOW**

VS.

## 3 My payment information

Credit Card Number:

CVV Number: [What is this?](#) Expiration Date:

03 ▼

2019 ▼




**DONATE NOW**






# Redirect Test



**HUNTSMAN**  
CANCER INSTITUTE  
UNIVERSITY OF UTAH

**CHANGING THE DNA  
OF CANCER CARE.**



### DONATION FREQUENCY

ONE-TIME GIFT  MONTHLY

### AMOUNT

\$50  \$100  \$250  \$500  Other

### GIFT DESIGNATION

Area of Greatest Need ▼

### GIFT DEDICATION

# 100%

of your donation to Huntsman Cancer Foundation goes to cancer research at Huntsman Cancer Institute.


The magic of Huntsman Cancer Institute is that it instills hope. Hope for an effective treatment. Hope for a durable remission. Hope for one more holiday spent with loved ones. HCI's mission is to eradicate cancer from the face of the earth. How are we going to do it? Together.

By funding efforts to better understand

VS.

## MAKE A DONATION TODAY

1. MY GIFT 2. MY PERSONAL INFO 3. PAYMENT



Select donation amount:

\$50  \$100  \$250

\$500  \$1,000  \$5,000

Other

Yes, make this a recurring MONTHLY DONATION.

### Designate my Gift:

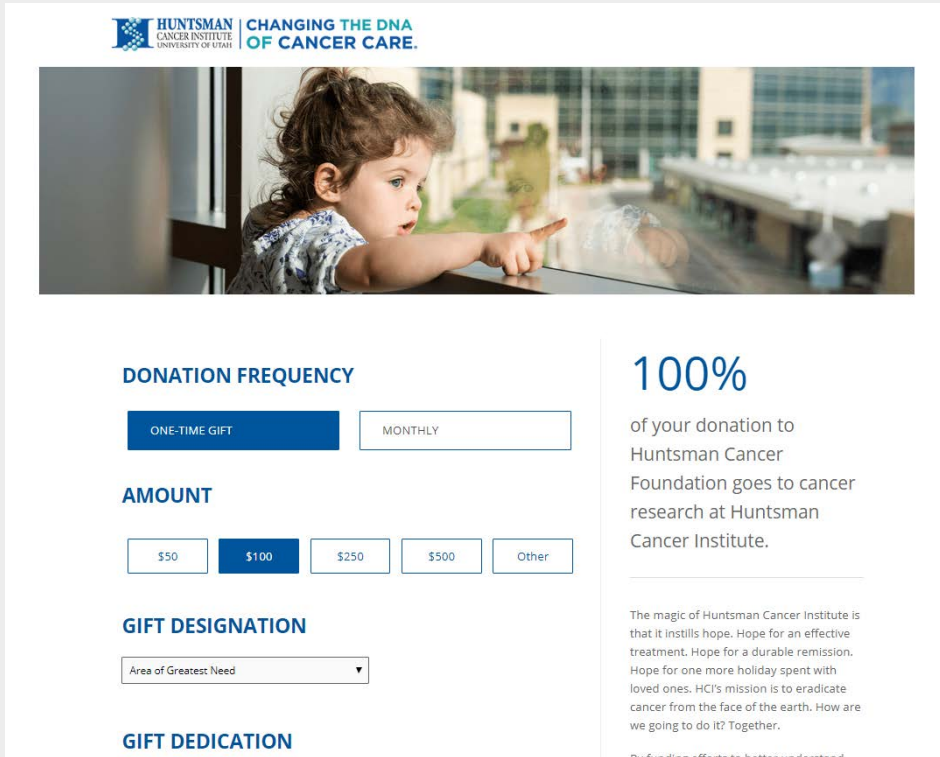
Area of Greatest Need ▼

Tell us more about your gift (optional)


NEXT: PERSONAL INFO ⇒



# Redirect Test



**HUNTSMAN**  
CANCER INSTITUTE  
UNIVERSITY OF UTAH | **CHANGING THE DNA  
OF CANCER CARE.**



**DONATION FREQUENCY**

ONE-TIME GIFT  MONTHLY

**AMOUNT**

\$50  \$100  \$250  \$500  Other

**GIFT DESIGNATION**

Area of Greatest Need ▾

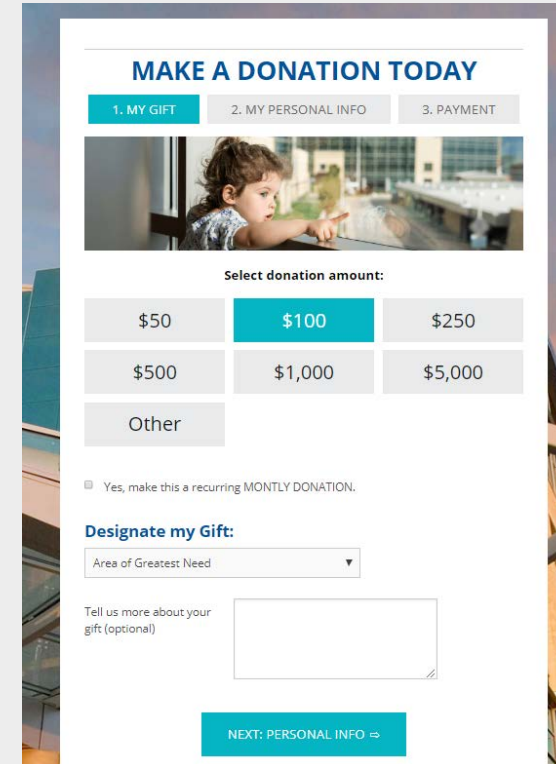
**GIFT DEDICATION**

**100%**  
of your donation to  
Huntsman Cancer  
Foundation goes to cancer  
research at Huntsman  
Cancer Institute.

The magic of Huntsman Cancer Institute is that it instills hope. Hope for an effective treatment. Hope for a durable remission. Hope for one more holiday spent with loved ones. HCI's mission is to eradicate cancer from the face of the earth. How are we going to do it? Together.


By funding efforts to better understand

VS.



**MAKE A DONATION TODAY**

1. MY GIFT 2. MY PERSONAL INFO 3. PAYMENT



Select donation amount:

\$50  \$100  \$250

\$500  \$1,000  \$5,000

Other

Yes, make this a recurring MONTHLY DONATION.

**Designate my Gift:**

Area of Greatest Need ▾

Tell us more about your gift (optional)

**NEXT: PERSONAL INFO** ⇨

**Conversion Rate: 25.86%**  
**Average Value Order: \$178.97**  
**Per Session Value: \$46.28**

**Conversion Rate: 15.98%**  
**Average Value Order: \$92.22**  
**Per Session Value: \$14.73**



# Multivariant Test



### Join the Team

Signup    Verify Email    Login    Update Account    Confirm

**First Name**

**Last Name**

**Email**

**Re-enter Email**

**Password**











# Multivariate Test

	SECTIONS	COMBINATIONS
Total Combinations: 16 <span>?</span>		
	A Banner Headline Copy	B Banner Image
0	Original	Original
1	Join Team RWB -...   2	Adaptive Cyclist   2
2	Become a Memb...   2	Climbing   2
3	Register Now - J...   2	Functional Fitness   2



# Multivariant Test

Variant	Experiment Sessions	Conversions	Conversion Rate ↓
<input checked="" type="checkbox"/> ● A0-B0	 206	21	<b>10.19%</b>
<input checked="" type="checkbox"/> ● A1-B2	 201	40	<b>19.90%</b>
<input checked="" type="checkbox"/> ● A2-B0	 186	27	<b>14.52%</b>
<input checked="" type="checkbox"/> ● A2-B3	 166	24	<b>14.46%</b>
<input checked="" type="checkbox"/> ● A3-B1	 200	25	<b>12.50%</b>
<input checked="" type="checkbox"/> ● A2-B1	 164	19	<b>11.59%</b>



Two sharpened pencils, one slightly above the other, are positioned diagonally on a bright yellow background. The pencils are grey with visible wood at the tips. The background is split by a diagonal line, with the yellow area on the left and a white area on the right.

# Measuring Results & Reporting

- Optimize uses Google Analytics for measurement
- See reports in Optimize or GA



Open Q&A



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FOR  
REPRODUCTIVE  
RIGHTS



FIREFLY  
PARTNERS

**THANK YOU!**

Evaluation:

[https://www.surveymonkey.com/r/19ntc\\_sessions?c=121](https://www.surveymonkey.com/r/19ntc_sessions?c=121)